

CSMA Board of Directors Meeting | June 4, 2018 | 9 a.m. - 4 p.m. | Agenda

9253 Sori Lane, Highlands Ranch, CO 80126

Attendance: Jack Kennedy, Annie Gorenstein-Falkenberg (excused), Adam Dawkins, Jess Hunziker, Tina Barber (excused), Patrick Moring, Kristi Rathbun, Gina Claus, Carrie Hendrix, Sheila Jones, JEA Mentor

AGENDA

Meeting called to order at 9:19 a.m.

1. Welcome / Laptops are recommended
2. Review and acceptance of [February 2018 minutes](#)
3. Officer Reports
 - a. **[Executive Director, Jack Kennedy](#)**
 - i. CSMA Budgets - (through June 30, 2020)
 1. [2017-2018 Projection](#)
 2. [2018-2019 Projection](#)
 3. Adviser Meet Ups (after JDay, May to exchange publications, etc.)
 4. Winter Thaw included with CSMA membership
 5. [CSU J-Day Budget](#)
 6. [CSMA Account History](#)
 7. FYI - Jack always projects 2 years out
 - ii. J-Day 2018 (Sept. 27, 2018) [proposed schedule](#)
 1. Mary Beth Tinker will be our speaker
 - a. Going to 3 sessions to make time for speaker
 - b. Live stream to theater for overflow
 - c. "I love the free press" stickers
 - iii. Summer Workshops Update
 1. reTHINK
 2. [SAW](#)
 - iv. Contests/Awards Update
 1. Best of Colorado (adjust classifications? / adjust, add, delete contests?)

Two spreadsheets were shared with the board in early May on this issue. I am doing an online training with BNC about the new options on June 5.

 - a. Class I - up to 800, Class II - up ????????, Class III - above ??????, Middle School - separate category for yearbook
 - b. Chronological Coverage Category - 3 spreads don't have to be consecutive
 - c. Need committee to look at contests items, etc.
 - i. Get rid of "breaking news" category for print, should only be for online publications
 - ii. Social media items
 2. All-Colorado (one potential new Hall of Fame member to add) Do we need to create adjusted judging rubrics for magazines (separate from tabloids)? Do we need to rewrite judging rubrics for online/social media platforms for 2019?
 - a. Magazines vs. tabloid (enough in-depth coverage?)
 - b. Social Media - update rubrics

3. *** of the Year - may middle school students enter? They did this past spring. Suggest adding captions and a short reflection to Photog of Year.
 4. Scholarships - may one student enter/win BOTH Greer and Benson?
 - a. No, 2 journalists who win Greer in February 15 aren't eligible to win Benson in April
 - v. Partnerships - Current list: CSU, CU Boulder, CPA, [CFOIC](#), SPLC, SPJ, JEA, [ACLU](#), Dottie Roberts Foundation (we have a [report](#) from them), RMSMC
 - vi. Website, Social Media - see Education Coordinator report, plus comments on our site, Facebook, Twitter, Instagram (dormant), blogs, csmaadviser.com (see Adam's report)
 1. Anyone can post to CSMA accounts, just need to be added by Jack
 - vii. Possible bylaw addition - "dissolution clause" [examples](#)
 1. Need to start thinking about adding this to bylaws
 2. Don't want to wait until we need to use this
 - viii. [Media Organizations](#) - created by Jessica Hunziker, possible suggestions for advisers to utilize at a JDay session
- b. **President, Annie Gorenstein-Falkenberg**
- i. CSMA Proposed [2018-2019 Calendar](#)
 1. SNO workshop on Saturday, August 25?
 - a. \$150, adviser & 2 students
 - b. We would need 10 schools
 2. Constitution Day - Sept 17
 - a. Jess has a [lesson plan](#) that we can share
 3. J-Day Best of Show entry deadline - Sept. 20
 4. J-Day - September 27
 5. JEA/NSPA Nov. 1-4 Chicago
 6. CSMA December Board Meeting - Dec. 1 - with CJE testing? PL&E?
 7. Fall Challenge Contest deadline (ONE DAY coverage) - Nov. 9, due Nov. 20
 8. Winter Professional Development - CU Boulder pays all. (T or TH)
 9. Feb. 15 - Greer portfolio deadline
 10. Capitol Hill Press Conference - TBD February (can't put in for Supreme Court chamber until Sept.)
 11. CSMA Spring Board Meeting - evening of CHPC? Or Feb. 23 (Sat)
 12. CSPA Spring Convention March 20-22
 13. Call for 2019-21 board position nominees - April 1-15
 14. Best of Colorado contest deadline - April 9?
 15. *** of the Year Deadline - back to April 15?
 16. Benson deadline - April 15
 17. JEA/NSPA Anaheim April 25-28
 18. Voting for 2019-21 CSMA board - May
 19. CSMA Summer Board Meeting - June 3? - mandatory board meeting; all board members MUST commit to attend this meeting
 20. All-Colorado Critique deadline - June 5
 21. SAW/ReTHINK - June 5-7 (Wed-Fri)?
 22. Adviser/Administrator of the Year Nomination Deadline - June 30

23. PLE course dates (pair with other events?) - add Media Literacy
24. Organize 1 or 2 "Adviser Meetups" in new school year? By geographic areas??? North = Annie + Stephen. South = Patrick + Gina + Carrie. East = Kristi & Jess & Tina. West = Adam + Sheila. Exchange books and papers, discuss issues, include one training or speaker? - provide breakfast or lunch??? Fall: Late October. Spring: Late in April or early to mid-May? Evening or Saturday, or one of each? Possible budget item.
 - a. First one on October 18.

c. Immediate Past President, Adam Dawkins

- i. Press Law and Ethics course 2018-2019 offerings
- ii. Csmaadviser.com
 1. Best practices
 2. Links to JEA and NSPA, etc
 3. Modules with resources:
 - a. Press Law & Ethics
 - b. Photography
 - c. Design
 - d. Multimedia (Video, Audio, Social Media, Live Event coverage etc.)
 - e. Writing
 - f. Leadership & Team Building
 - g. Advertising & Marketing
 4. Bite-sized Media Literacy - would be good to have these in CSMA newsletter or Press Law Certification Course

d. Vice-President, Jess Hunziker

- i. Continue core values discussion (How does what we do support what we believe?)
 1. From February: How do we use these to guide our decision-making about the change in executive director. Breakdown of Jack's year-- responsibilities and actions according to a timeline. Annie will send email to discuss Core Values of CSMA before choosing a new Executive Director.
 - a. [CSMA List of Goals](#)
 - b. Core values
 - i. Truth, freedom, courage, integrity
 - ii. Should match budget & time
 - c. Annie, Jessica, Adam - draft this for next meeting
- ii. Brainstorm potential committee needs (Do we try this for the 2018-2019 school year?) See Special Committee Chair details in [CSMA bylaws](#)
 1. Best of Colorado Rubrics
 2. All-Colorado Rubrics
- iii. CJE/MJE Push? - Congrats to Jess and Kristi for their MJE!
 1. Paid by CSMA for members - benefit of membership, push in newsletter
 2. Possible test date, June 4 next year
- iv. CSMA Staff Spotlight
 1. Change to promote more social media posts and highlight them
- v. [The Quest for Perfection](#)

1. Continuing education around adviser mental health, balance, etc. Look for opportunities around this.
4. Committee Reports
- a. **Digital Media Coordinator - Patrick Moring**
 - i. Partnership with the Colorado Broadcasters Association and continuing the Future Broadcasters Award
 1. High school students can attend free - submissions due Dec 31, gala in February TBA
 - ii. Collaboration through google docs at times of National/State event coverage
 1. Patrick will create doc and link to CSMA Facebook acct, Listserve, Blog
 - iii. Possible NFHSnetwork.com collaboration and the NFHS Network Awards
 1. Invite to present session and/or be vendor at J-Day
 - iv. Fostering continued growth in number of broadcast programs within the state
 - v. Facebook live and how it could improve high school broadcasting
 1. Free and easy to use
 - b. **Education Coordinator - Tina Barber**
 - i. Move to Smore newsletter format from iContact
 1. Smore frequency goals? (1x/month)
 - a. What goes in it?
 - b. Maybe curriculum once a month
 2. How often should advisers be hearing from us (and how)?
 - a. Currently on Thursdays
 - ii. Offering continuing ed/college credits for advisers
 1. Attendance at events (J-Day, SAW, Winter Thaw, etc. w/ reflection work)
 2. Need to make this known, should ask Jack if need this
 - c. **Middle School Coordinator - Gina Claus**
 - i. What can be done to increase middle school participation?
 1. Get feeder middle school programs involved
 2. High school advisers might subsidize CSMA dues for a few years to help feeder program? Get middle school adviser involved with J-Day
 - d. **Advocacy Coordinator - Kristi Rathbun**
 - i. [JEA Contests and Awards](#) - must be JEA members
 1. JEA Rising Star July 15
 2. Towley July 15
 3. JEA Medal of Merit July 15
 4. Administrator of the year July 15
 5. Friend of Scholastic Journalism July 15
 6. Lifetime (has anyone just retired?) Dec. 15
 7. (NSPA) Pioneer - nominated by previous Pioneers; recognized at Fall JEA/NSPA convention
 8. Dow Jones and JEA advisers (Broadcast July 15 and YBK Oct. 15) of the year
 9. Linda Puntney Teacher Inspiration Award Dec. 15
 10. First Amendment Press Freedom Dec. 15
 11. Diversity Award Dec. 15
 - ii. [CSMA Awards](#)

1. CSMA Adviser of the Year (5 nominations carried over) June 30
 2. CSMA Administrator of the Year (1 nomination carried over) June 30
 3. CSMA Medal of Merit Dec. 1
 4. Friend of Scholastic Journalism
- lii. JEA Memberships, reaching out to new members, JEA Advisers Institute July 9-12, LINK program (much lower key Mentor program, info coming soon), Chicago speaker proposals due July 15 (think about helping Nancy by volunteering to judge Write-Offs).
5. Old Business
 - a. Executive Director job description / duties
 - i. [Link to job description](#)
 - ii. [Things Jack Does](#)
 - b. Continue timeline for executive director search / RFP for HQ
 6. New Business
 - a. While she was not a Colorado adviser, Kathy Craghead did so much to support our organization. What can we do to honor her legacy?
 - i. [Link to her obituary.](#)
 - ii. Donation to the Ball State Foundation in her name
 - iii. Donate \$100 memorial to Ball State Foundation
 - iv. Jess makes a motion, Gina Second
 - v. Motion passes
 - b. Formally pass 2018-19 budget (with any adjustments from this meeting)
 - i. Raise J-Day registration to \$25, advisers still pay \$25.
 - ii. Jess makes a motion, Patrick Second
 - iii. Motion passes

Meeting adjourned at 4:30 p.m.